

### REMARKS

Reconsideration and allowance of the subject application are respectfully requested.

On behalf of Applicant, the undersigned wishes to thank the Examiner and Primary Examiner Dinh for their time and cooperation during the personal interview of November 13, 2001.

Independent claims 1 and 14 have been amended to recite the novel features of the invention more completely. In particular, these claims, as amended recite that the bridge code is collected with a portable client device and that the action commands executed in response to the bridge code comprise instructions for displaying a link related to the tangible media on a computer system. The remaining claims have been amended to be consistent with amended claims 1 and 14. Claims 8 and 21 have been canceled. As noted during the interview, this feature permits codes to be collected with a portable device in a convenient manner while reviewing the tangible media and further permits the links to be accessed by a different device, such as a personal computer or the like, at a subsequent time and/or different location.

In contrast, conventional systems, including systems based on references cited by the Examiner, contemplate that the user will be reviewing the tangible media while situated at the computer on which the computer media is to be rendered. As noted during the interview, conventional systems have failed to achieve substantial success because people do not ordinarily review tangible media while sitting in front of a computer. The claimed invention "uncouples" the review of the tangible media from the rendering of the computer media and thus overcome problems associated with conventional systems.

For these reasons, the amended claims are believed to be allowable. In fact, the Examiner agreed that the prior art of record does not disclose codes scanned by a device and permitting computer media to be viewed by another device at a subsequent time. Accordingly, favorable action on the pending claims is solicited.

Respectfully submitted,



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Attachment:

Version with markings to show changes made

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**Version with markings to show changes made**

1. (Amended) A computer architecture for providing a bridge between tangible media and computer media, said computer architecture comprising:

a bridge server computer system including a database and a server control program;

a portable client [computer system] device including a bridge control program and an input device adapted to receive a bridge code associated with a tangible media object;

a communications channel coupling said bridge server computer system and said portable client [computer system] device;

whereby said bridge control program is operative to send a bridge code entered through said input device from said portable client [computer system] device to said bridge server and said server control program is operative to query said database based on the bridge code and execute action commands contained in said database in correspondence to the bridge code, said action commands comprising instructions for displaying a link related to the tangible media on a computer system.

2. (Amended) A computer architecture as recited in claim 1, [wherein said client computer system comprises] further comprising a client computer, [a portable client device,] and a local communications channel selectively coupling said client computer to said portable client device, [said input device being disposed in said portable client device] and wherein the bridge code [being] is uploaded from said portable client device to said client computer over said local communications channel.

3. (Amended) A computer architecture as recited in claim 1, wherein the action commands comprise instructions for displaying the link on a Web page stored on one of said bridge server computer system or a separate content server coupled to said communications channel.

4. (Amended) A computer architecture as recited in claim 1, wherein the [action commands comprise instructions for downloading] link is operative to download data to said client computer system from one of said bridge server computer system or another server

coupled to said communications channel.

9. (Amended) A computer architecture as recited in claim [8] 1, wherein the link is in the form of a Web page.

13. (Amended) A computer architecture as recited in claim [13] 12, wherein said computer network is the Internet.

14. (Amended) A method for bridging tangible media and computer media, said method comprising the steps of:

creating a database of bridge codes and action commands corresponding to the bridge codes;

inputting a bridge code associated with a tangible media object into a portable client device [computer system];

communicating the bridge code from the portable client device [computer system] to a bridge server;

querying the database based on the bridge code; and

[executing action commands stored in the database in correspondence to the bridge code]  
displaying a link related to the tangible media on a computer system.

15. (Amended) A method as recited in claim 14, further comprising [wherein the client computer system comprises] a client computer[, a portable client device,] and a local communications channel selectively coupling the client computer to the portable client device, said inputting step comprising inputting the bridge code into the portable client device and uploading the bridge code from the portable client device to the client computer over the local communications channel.

16. (Amended) A method as recited in claim 14, wherein said executing step comprises executing action commands comprising instructions for displaying the link on a Web page stored on one of the bridge server computer system or a separate content server coupled to said communication channel.

17. (Amended) A method as recited in claim 14, wherein said displaying [executing] step comprises [executing action commands comprising instructions] displaying a link for downloading data to the client computer system from one of the bridge server computer system or another server.

22. (Amended) A method as recited in claim [21] 14, wherein the link is in the form of a Web page.